

We claim:

1. A method for operating a system for Internet multilevel sales comprising the steps of:
registering a participant as a first level participant;
the first level participant referring an entity to the system;
registering the entity as a second level participant;
one of the first and second level participant performing an activity;
awarding credits to the participant that performed the activity; and
transferring to the first level participant a portion of the credits if the second level participant was awarded the credits.
2. The method as recited in claim 1, wherein the step of performing the activity further comprises making a purchase.
3. The method as recited in claim 2, wherein the purchase is made on the Internet.
4. The method as recited in claim 1, wherein a plurality of partners are associated with the system, the partners offering goods and services, wherein the step of performing the activity further comprises performing the activity in cooperation with at least one of the partners.
5. The method as recited in claim 4, further comprising the step of the at least one partner providing a fee to an operator of the system in response to the performance of the activity.
6. The method as recited in claim 5, wherein the fee is based on revenue received by the at least one partner from the performance of the activity.

7. The method as recited in claim 1, wherein the step of performing the activity further comprises paying for a service.

8. The method as recited in claim 1, wherein the step of performing the activity further comprises the referring step.

9. The method as recited in claim 1, wherein the step of performing the activity further comprises viewing advertising.

10. The method as recited in claim 1, wherein the step of performing the activity further comprises visiting an Internet website.

11. The method as recited in claim 1, wherein the step of performing the activity further comprises participating in a survey.

12. The method as recited in claim 1, wherein the step of performing the activity further comprises participating in a poll.

13. The method as recited in claim 1, further comprising the step of establishing an account for each participant.

14. The method as recited in claim 13, further comprising the step of depositing the awarded credits in the account of the participant, and wherein the step of transferring further comprises the step of transferring the portion of the credits from an the account of the second level participant to the account of the first level participant.

15. The method as recited in claim 1, further comprising the steps of:
the second level participant referring a second entity to the system;
registering the second entity as a third level participant;

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the third level participant performing another activity;
awarding credits to the third level participant;
transferring to the second level participant a portion of the credits awarded to the
third level participant; and
transferring to the first level participant a portion of the credits transferred to the
second level participant.

16. The method as recited in claim 1, further comprising the step of redeeming
the credits for cash.

17. The method as recited in claim 1, further comprising the step of applying the
credits to an activity performed by the participant.

18. The method as recited in claim 17, wherein the activity is a purchase.

19. The method as recited in claim 17, further comprising the step of storing the
credits in an electronic wallet, wherein step of applying the credits to an activity performed by
the participant further comprises using the credits stored in the electronic wallet.

20. The method as recited in claim 19, further comprising the steps of:
depleting the credits stored on the electronic wallet while visiting a partner
website;
visiting a website of the system and storing more credits on the electronic wallet;
and
automatically returning to the partner website.

21. The method as recited in claim 1, wherein an amount of the awarded credits is
related to revenue received by an operator of the system in connection with the performed
activity.

22. The method as recited in claim 1, wherein the first level participant is an individual.

23. The method as recited in claim 1, wherein the first level participant is a business.

24. A method for operating a system for Internet multilevel sales comprising the steps of:

registering a participant as a first level participant;
the first level participant sending invitations, using the system, to a plurality of entities, the invitations inviting the plurality of entities to register with the system;
registering at least one of the entities as a second level participant;
one of the first and second level participant performing an activity, the activity being one of a plurality of activities recognized by the system;
awarding credits to the participant that performed the activity; and
transferring to the first level participant a portion of the credits if the second level participant was awarded the credits.

25. The method as recited in claim 24, wherein the portion of the credits transferred to the first level participant from the second level participant is determined according to a sharing rate.

26. The method as recited in claim 25, wherein sharing rate is a fixed rate.

27. The method as recited in claim 25, wherein sharing rate is a variable rate.

28. The method as recited in claim 26, wherein variable rate is dependent on the volume of activities performed.

29. The method as recited in claim 24, wherein awarding step further comprises awarding the credits to the participant at a fixed rate.

30. The method as recited in claim 24, wherein awarding step further comprises awarding the credits to the participant on a sliding scale.